



NATIONAL FITNESS CAMPAIGN

2022 MVP Health Care Statewide Campaign Briefing



NATIONAL FITNESS CAMPAIGN
BROUGHT TO YOU BY



WHO WE ARE

National Fitness Campaign is a San Francisco based social enterprise and consulting firm.



WHAT WE DO

NFC develops partnerships with cities, schools and sponsors to build healthy communities.

CAMPAIGN STORY

1979
FITNESS COURT®
INVENTED

1980-2000
CAMPAIGN
EXPANDS

2012
NEW CAMPAIGN &
WORLD CLASS TEAM

2018 - PRESENT
**WELCOMING OUR
500TH HEALTHY
COMMUNITY**

2030
NFC REACHES 10,000
COMMUNITIES

1979

1980

2012

2018

2030



CAMPAIGN MISSION



OUR MISSION

BUILD A FREE OUTDOOR FITNESS COURT®
WITHIN A 10 MINUTE BIKE RIDE OF EVERY AMERICAN



LET'S BRING PEOPLE OUTDOORS AND MAKE WORLD CLASS FITNESS FREE!

2022 CAMPAIGN OVERVIEW



A COMPREHENSIVE
COMMUNITY WELLNESS
PROGRAM

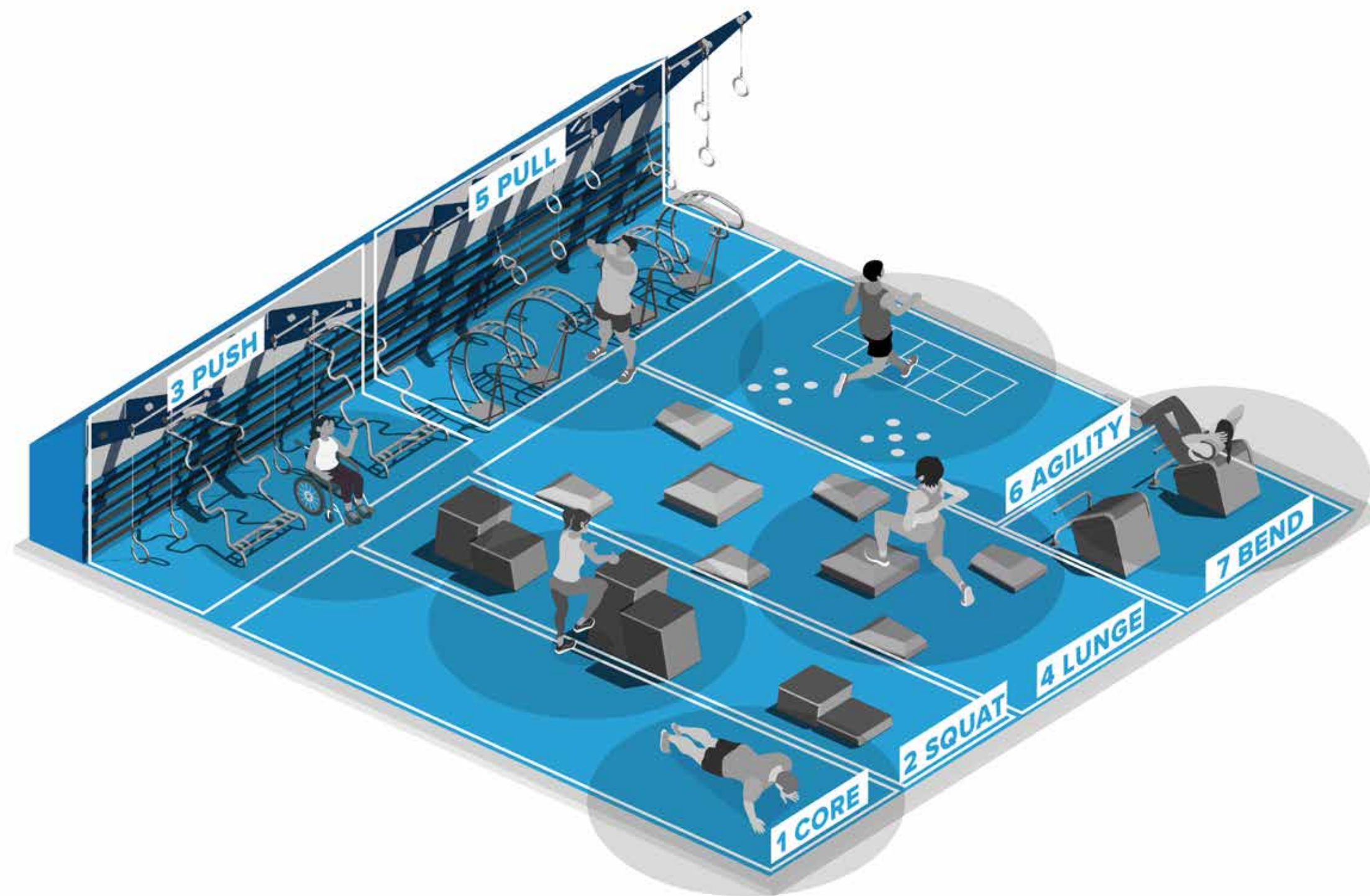




FITNESS COURT®

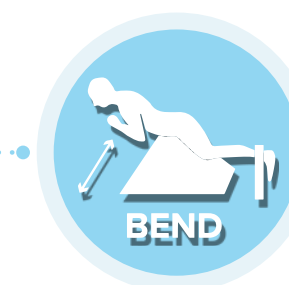
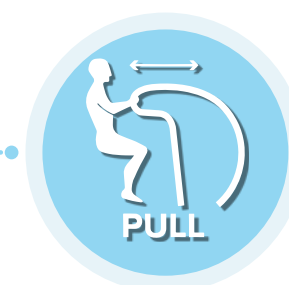
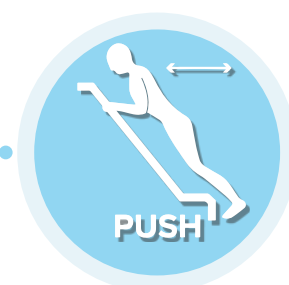
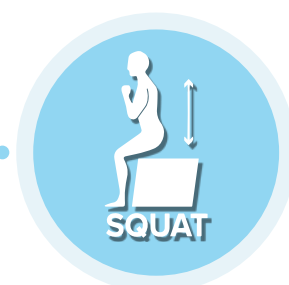


FITNESS COURT®
WORLDS BEST OUTDOOR GYM



FUNCTIONAL TRAINING SYSTEM
THOUSANDS OF EXERCISES

7 MINUTE FULL BODY WORKOUTS



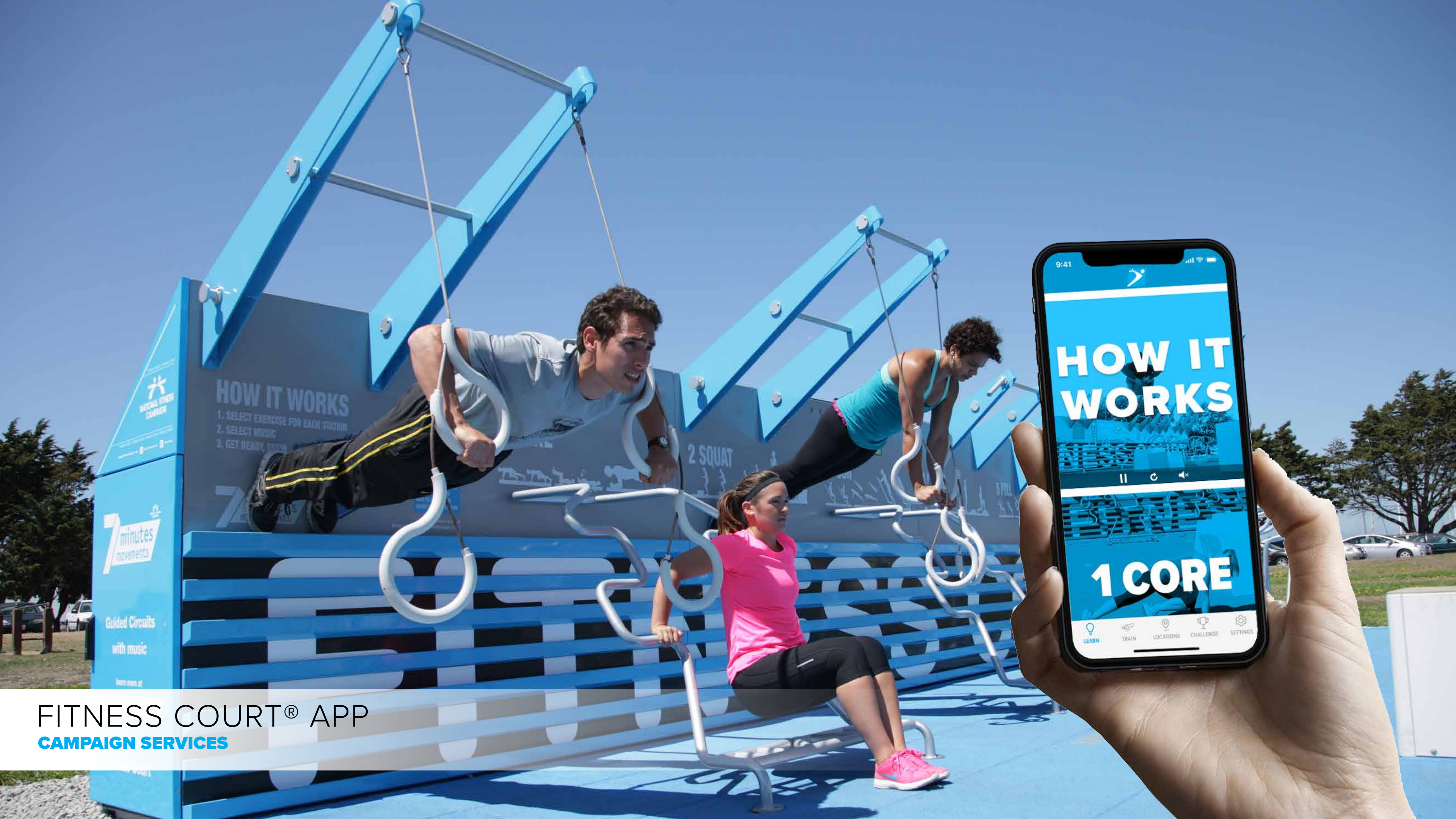


ADULTS OF ALL AGES AND ABILITY



I am glad to see movements to improve balance.

- Carol Claybaker, Senior Resident of Janesville, WI



FITNESS COURT® APP
CAMPAIGN SERVICES



LAUNCH



DATA & IMPACT



MEDIA & PRESS



AMBASSADOR
TRAINING



FREE WORKOUTS &
GROUP CLASSES

A wellness culture to engage people in healthy communities!

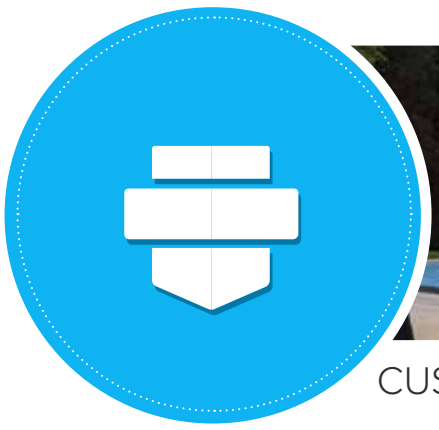
Each Fitness Court® is a one-of-a-kind work of art.



FEATURED ARTIST : 2021 - KEITH HARING



LOCAL ARTIST



CUSTOM COMMUNITY DESIGNS

2022 CAMPAIGN OVERVIEW



A COMPREHENSIVE
COMMUNITY WELLNESS
PROGRAM



CAMPAIGN NETWORK



CAMPUSES ACROSS AMERICA

AMERICA'S TOP UNIVERSITIES



STANFORD



FLORIDA
STATE



CU
BOULDER



BAYLOR



WEST
VIRGINIA



NEBRASKA



CAMPAIGN FEATURED PARTNERS



“Exciting options like the Fitness Court, reinforces our commitment to giving back to the people and places we call home.”

CHRISTOPHER DEL VECCHIO
PRESIDENT & CEO, MVP HEALTH CARE


**NEW YORK & VERMONT
CAMPAIGN SPONSOR**

2022 NEW YORK & VERMONT STATEWIDE CAMPAIGN



PRESENTED BY MVP HEALTH CARE

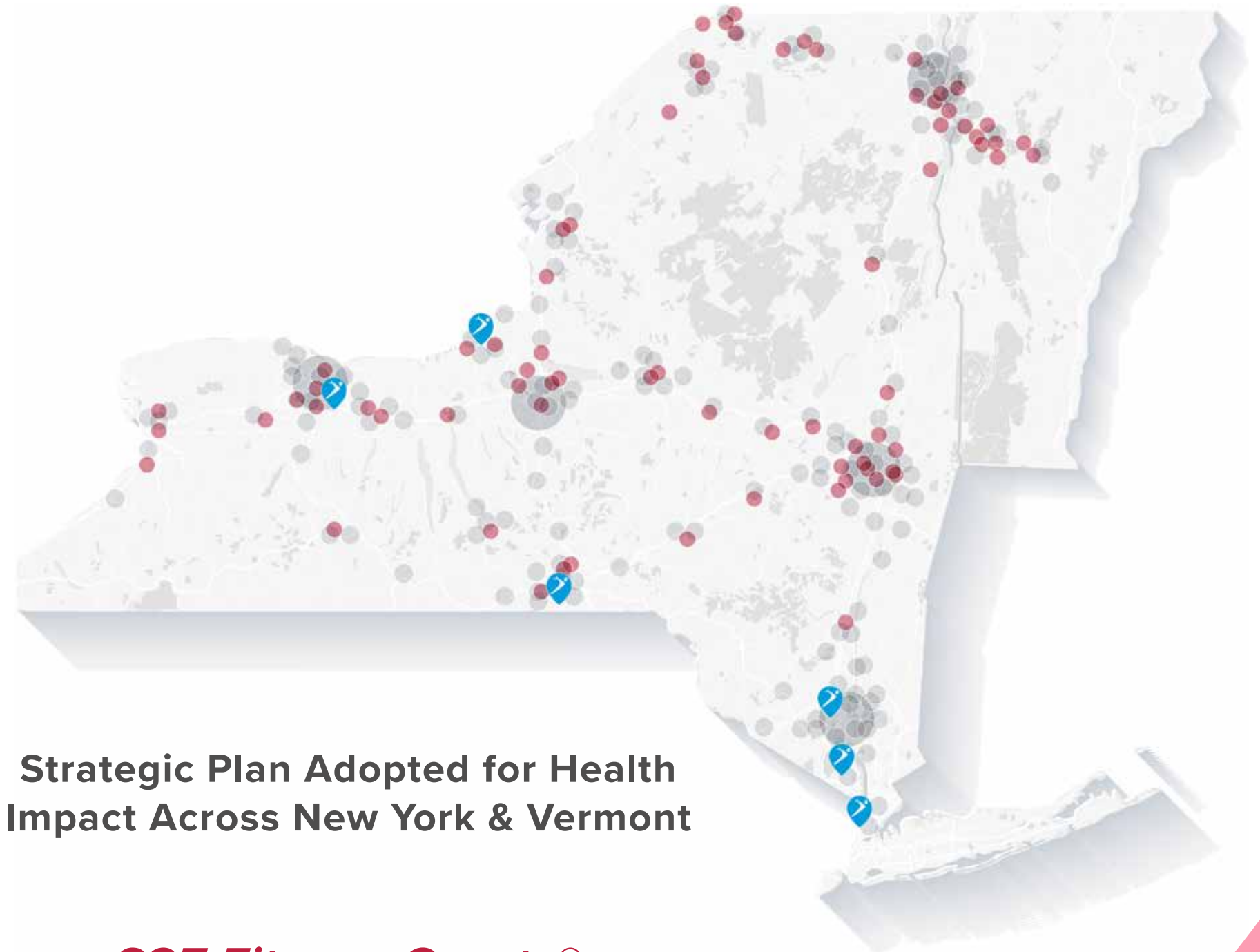
LIMITED FUNDING FOR UP TO 15 COMMUNITIES IN 2022



NEW YORK & VERMONT STATE SPONSOR



**\$750,000 in Funding
Now Available for
Qualified Site Partners**

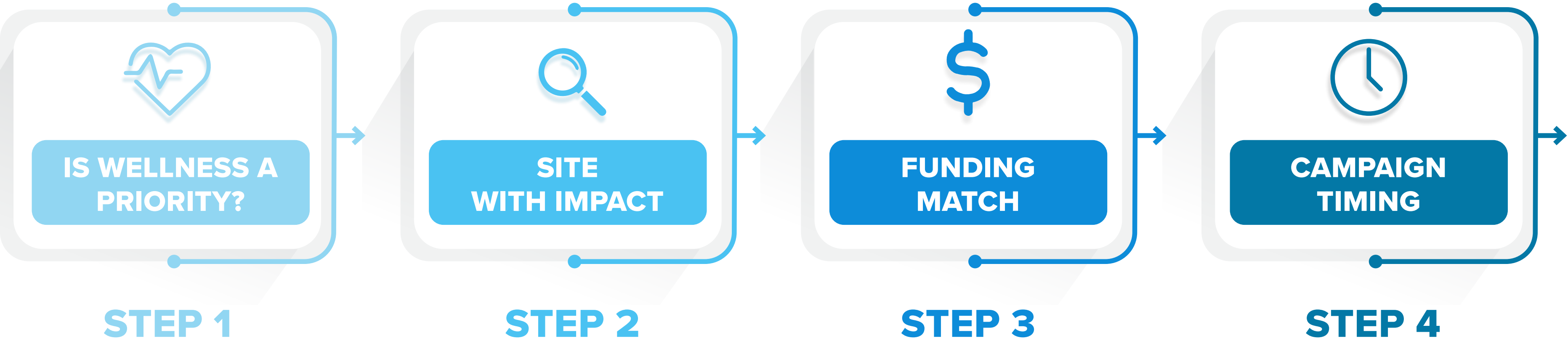


**Strategic Plan Adopted for Health
Impact Across New York & Vermont**

***327 Fitness Courts®
coming by 2030!***



NFC GRANT PROGRAM

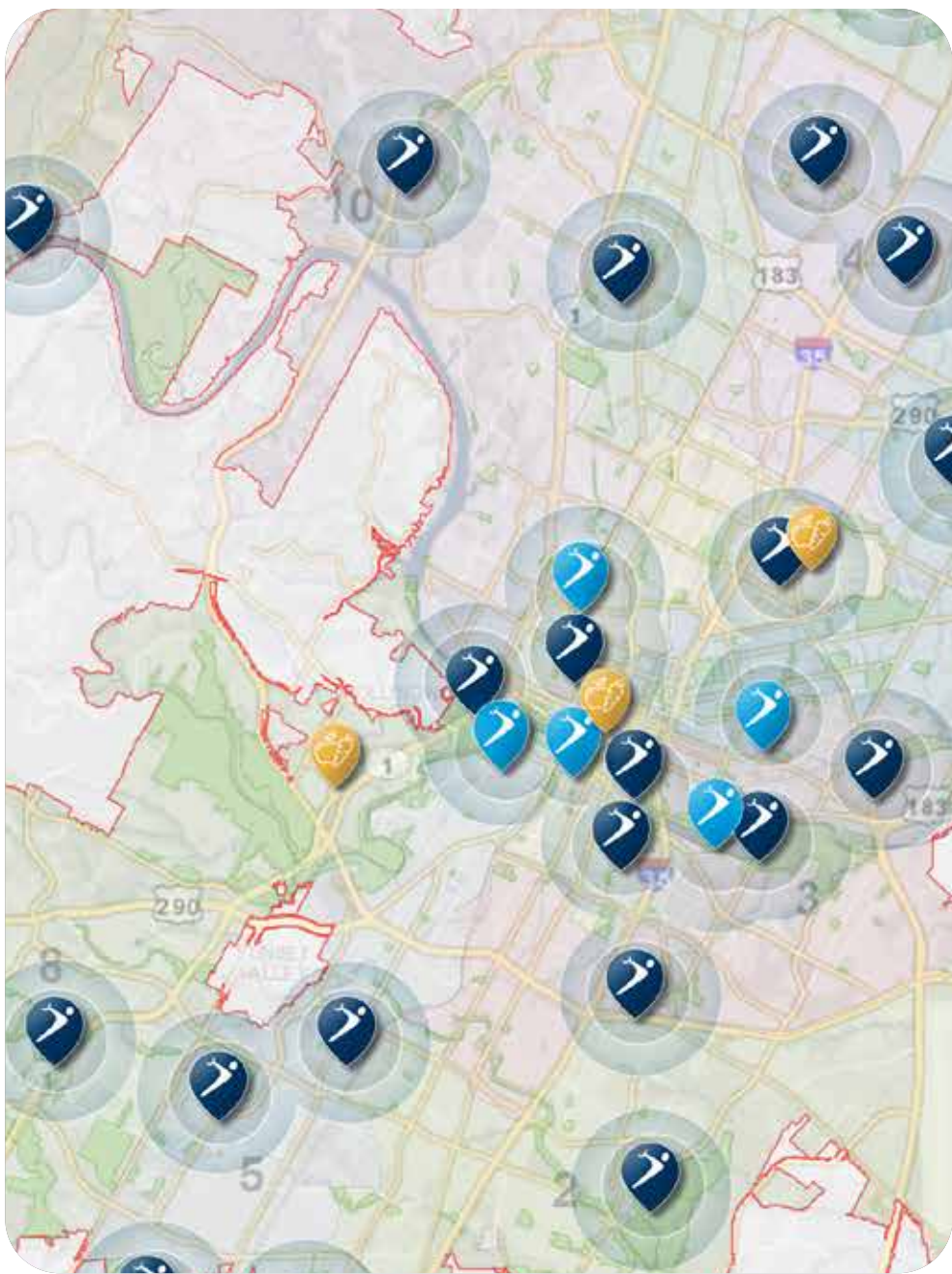


WELLNESS AS A PRIORITY

STEP 1



Design & Planning Consulting
Site selection workshop



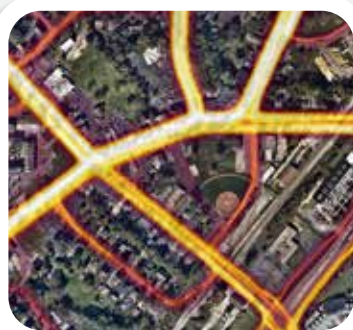
Phase Plan & Multi-Site Mapping



Circulation Planning



Site Plan Integration



Pedestrian Movement
Analysis

STEP 2

1

Iconic Sites

Site locations must be recognizable with high visibility.



2

Accessibility

Site locations must improve access across communities.



3

Pedestrian Connectivity

Site locations must be integrated with pedestrian infrastructure.



2022 CAMPAIGN FUNDING REQUIREMENT

NFC PROGRAM FUNDING

The Fitness Court®	
2022 Campaign Services	\$140,000
Freight & Packaging	
Assembly & Art Installation	
Turn Key Fitness Court Assembly	
Art & Graphic Installation	\$25,000
Performed by EIS - NFC Official Certified	
Installation Partner (separate agreement)	



\$165,000

ART & CUSTOM COLOR OPTIONS



Standard Collection
Included



Premium Collection
\$8,500

OPTIONAL

CONCRETE SLAB

Can be performed in-house or in-kind

\$0-\$20,000 *EST*

**NFC / MVP
GRANT
FUNDING
AWARD**



-\$50,000

**TOTAL FUNDING
REQUIREMENT**



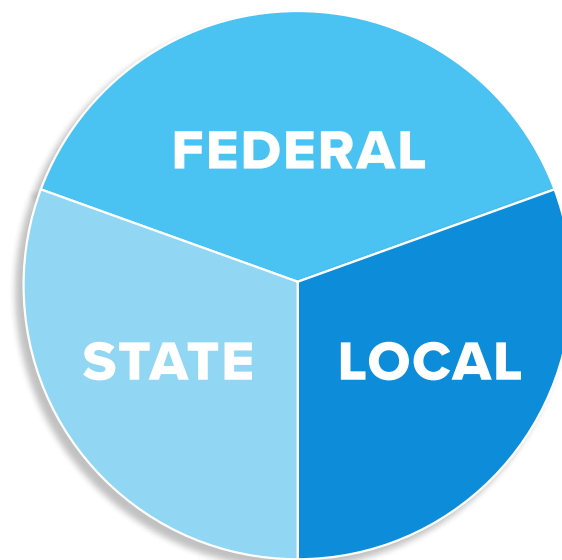
**\$115,000-
\$135,000**

Includes standard art collection

STEP 3

ALTERNATE FUNDING PATHWAYS

FEDERAL AND STATE FUNDING



Expert funding consulting
for eligible partners

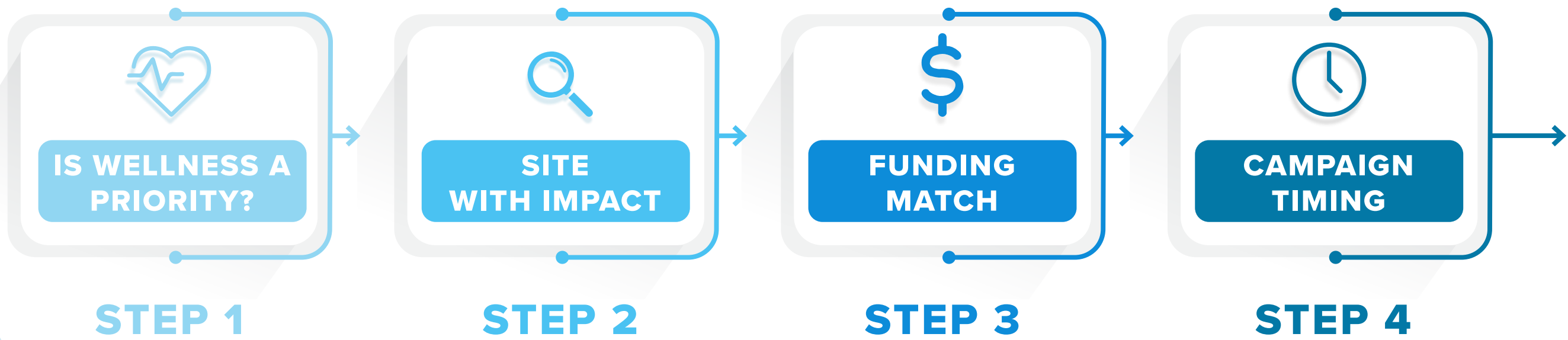


LOCAL AND REGIONAL SPONSORS



NEXT STEPS

- 1 **Feasibility**
Share Video - Build Consensus
- 2 **Qualification Stage - Site Selection Workshop**
Complete Evaluation Call
- 3 **Non-Binding Grant Application**
Complete Online Application for Grant Eligibility
- 4 **Award, Eligibility and Adoption**
NFC Awards Partnership, Funding Development Begins



**SCHEDULE
EVALUATION
CALL IF
APPROPRIATE**

NEXT STEP



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Contact: info@nfchq.com | 415.702.4919